

SHARON PESIKOV

Creative Content | Visual Direction

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PROFESSIONAL PROFILE

Creative professional specializing in visual storytelling, content development, creative production, and short-form video. Experienced in developing creative concepts, shaping visual identity, directing on-set productions, and translating brand goals into high-impact digital campaigns. Background spanning video, photography, design, and visual communication, with a dedicated focus on Creative & Visual Direction.

PROFESSIONAL EXPERIENCE

Leos Media & Interactive | Apr 2025 - May 2026

Social Media Manager

- Led marketing execution, creative strategy, and media production across 12+ client accounts simultaneously.
- Directed end-to-end production of 150+ short-form videos (Reels) and 250+ total digital assets, managing on-set shooting days, remote briefings, and final edits.
- Introduced AI-assisted tools and prompt engineering, reducing scripting and creative ideation time by 35%.
- Managed relationships with external suppliers, production crews, and clients to ensure seamless project delivery on budget.
- Spearheaded client onboarding workshops, product positioning, brand discovery, and creative direction.

Pure Pilates and Fitness | Oct 2024 - Mar 2025

Social Media Manager

- Led multi-channel visual messaging and marketing campaigns independently, with full operational and creative autonomy.
- Designed, styled, and produced promotional campaigns, visual assets, and product launch materials end-to-end.
- Managed end-to-end organic content and paid ad campaigns (Meta Ads), optimizing creative assets for audience conversion and studio sign-ups.

David Cohen - Candidate for Mayor of Tirat Carmel | 2023 - 2024

Social Media & Creative Manager

- Managed real-time field campaign logistics, on-set filming, video production, and messaging execution under tight political timelines (50+ media assets).

Pazam Gram - Israeli military community | 2023 - 2024

Content Creator

- Authored copywriting and produced dynamic visual assets for high-frequency digital engagement with 300K+ followers.

J-Day Camp Cleveland OH | Summers 2024 & 2026

Camp Supervisor & Creative Arts Counselor

- Supervised field operations, staff logistics, and counselor teams across camp divisions (100+ campers).
- Designed and executed a progressive creative arts curriculum, managing studio production, technical instruction, and daily logistics.

MILITARY SERVICE

Israeli Air Force | 2022 - 2024

Multimedia Producer

- Designed engaging, gamified learning experiences and interactive digital assets, transforming complex curricula into accessible content.

EDUCATION

The Open University Of Israel | 2025 - Present

Student - B.A. in Communication (2nd year)

Kfar Hasidim Youth Village | 2019 - 2021

High School Diploma - Visual Communication Track (Full Matriculation, 5 Units English)

PROFESSIONAL SKILLS

Creative & Visual Direction: Creative Concept Development · Art Direction · Visual Storytelling · Brand Visual Language · Moodboarding · Creative Briefs

Production & Video: Creative Production · On-Set Direction · Photography · Video Editing · Set Styling · Supplier Management

Design & Tech: Adobe Premiere Pro · After Effects · Photoshop · Illustrator · Figma · CapCut · Canva

Digital & AI: Short-Form Video (Reels/TikTok) · Content Strategy · AI-Assisted Creative Workflows · Prompt Engineering

LANGUAGES

Hebrew - Native | English - High proficiency | Russian - High proficiency